

### Planning Staff Report to Board of Zoning Appeals February 4, 2022

for the February 10, 2022 Public Hearing

Docket Number: S 22-043

**Applicant:** EchoPark SC, LLC

Property Owner: Sre South Carolina-2, LLC

Property Location: 2930 Laurens Road

**Tax Map Number:** M010020100900

Acreage: 10.91

**Zoning:** S-1, Service District

Proposal: Special Exception Permit to allow an 'Automobile sales' use

#### Applicable Sections of the City of Greenville Code of Ordinances:

Sec.19-2.1.3 (A) (1), Board of Zoning Appeals/Powers and Duties/Special Exceptions

Sec.19-2.3.5, Special Exception Permit

Sec.19-4.1, Table of Uses

Sec.19-4.3.3, Use Specific Standards, Commercial Uses

#### Staff Recommendation:

Staff concludes that the application <u>complies</u> with the standards for granting a Special Exception Permit for an '**Automobile sales**' use. If the Board decides to grant the permit, staff recommends the following conditions:

- 1. The use of the property shall substantially conform to the testimony of the applicant and the content of the application.
- 2. The Special Exception Permit shall be limited to the applicant, EchoPark SC, LLC, and is not transferrable.

#### **Staff Analysis:**

The Applicant, EchoPark SC, LLC, proposes to establish an automobile sales use in an S-1, Service district. The subject site is located at 2930 Laurens Road, on the portion of the property previously occupied by the Mini dealership, 0.5 miles south of I-85.

Per Sections 19-4.1 (*Table of Uses*), a Special Exception Permit is required for automobile sales use in an S-1, Service district.

The Applicant indicates the intent to use the existing building vacated by Century Mini at the north side of the subject site, which includes sales and service areas adjacent to the front and right side of the building. Minor alterations to the building are proposed, primarily comprised of accent painting and new signage. Approval of the freestanding sign has already been obtained from the Design Review Board on October 7, 2021 via case number CA 21-697. No additional buildings, construction, or improvements are requested with this application.

A Special Exception Permit shall be approved only upon finding that the applicant demonstrates all the following are met:

#### 1. Consistent with the comprehensive plan

The Future Land Use Map of the City's GVL 2040 Comprehensive Plan designates this property as "Corridor Mixed-Use", which is intended to accommodate a blend of vertical and horizontal mix of land-uses, which include commercial, retail, and residential. In addition, this Board has historically approved automobile sales uses in this area and found the use to be consistent with existing land use patterns along this sector of Laurens Road. Therefore, staff believes the proposed use is consistent with the comprehensive plan.

Staff finds that the proposed use is consistent with Comprehensive Plan.

#### 2. Complies with use specific standards

- (G) Vehicle sales and services. All such uses shall comply with the following standards:
  - (1) Vehicles, parts, or equipment shall not be stored, parked or displayed in any landscape area, the right-of-way, or in a location which obstructs visibility in sight triangles for streets and driveways.
  - (2) All automobiles not displayed for sale or lease, automobile parts, discarded parts, and similar materials shall be stored within an enclosed building or within an outdoor storage area which complies with screening requirements in subsection 19-6.2.5, additional screening requirements.
  - (3) Automobile sales and rental. Automobile sales and rental uses shall be subject to the following standards:
    - (a) Site configuration.
      - 1. Minimum site size. Automobile sales or rental uses shall be located on a site at least two acres in area. Contiguous or adjacent parcels, including rights-of-way, under the same ownership and used for automobile sales or rental, shall be counted as one parcel to meet the minimum lot size.
      - 2. Multi-building developments. Developments of three or more buildings shall cluster the buildings close to one another in a campus-style configuration.
    - (b) Vehicle display/storage areas. Vehicle display/storage areas shall be subject to the following standards:
      - 1. A vehicle display/storage area shall not be located within a required setback, required landscaping area, or required parking space.
      - 2. Vehicle display devices shall not be elevated more than two feet above grade.
      - 3. Areas used for display or storage of vehicles shall be paved. Use of permeable pavers or porous pavement is strongly encouraged.
      - 4. Display vehicles shall be arranged in an orderly fashion and provide reasonable room for pedestrian and vehicular maneuvering.
      - 5. No vehicles shall be displayed on top of a building.
      - 6. Junked or salvage vehicles are prohibited. All motor vehicles for sale shall be maintained in running condition.
    - (c) Service areas. Automobile service areas shall take place entirely within an enclosed building. Service bay or garage doors that face a public right-of-way shall be recessed at least 15 feet beyond the main facade of the building. Service bay and garage doors shall not face residential districts.

#### (d) Site features.

- 1. Public address system. Automobile sales and rental uses shall not include a public address system that is audible off-site.
- 2. Refuse and recycling containers. Refuse and recycling containers shall be located so as to minimize their visibility from adjacent public streets and be fully screened by a wall that is constructed of the same material as the principal structure. The wall shall be of the minimum height necessary to fully screen the refuse and recycling containers from off-site view. Refuse and recycling container enclosures shall incorporate opaque entry gates.
- 3. Exterior lighting. In addition to lighting standards in section 19-6.4, automobile sales and rental uses that are adjacent to existing single-family homes shall extinguish all exterior lighting located within 100 feet of the single-family parcel, except lighting necessary for security or emergency purposes, by 10:00 p.m. or within one hour of closing, whichever occurs first. For the purposes of this subsection, the term "lighting necessary for security or emergency purposes" shall be construed to mean the minimum amount of exterior lighting necessary to illuminate possible points of entry or exit into a structure, to illuminate exterior walkways, or to illuminate outdoor storage areas. Such lighting may be activated by motion sensor devices.
- 4. Screening wall. Lot lines abutting residentially zoned land shall incorporate a solid masonry wall with a minimum height of six feet. Canopy trees meeting the requirements of table 19-6.2-1 shall be planted along the wall with a maximum on-center spacing of 15 feet. Trees may be placed on either side of the wall. When trees are placed between the wall and lot line, a minimum planting strip of five feet in width shall be maintained between the wall and the lot line.
- 5. Outdoor storage prohibited. Outdoor storage of materials, supplies, and equipment shall be prohibited.
- (4) The special exception permit shall be limited to the applicant and shall not be transferrable.

The requested use is for a site adjacent to an existent automobile dealership. In addition, the applicant will utilize a space that was recently occupied as an automobile dealership. Minimal site improvements are anticipated. However, the Applicant is required to comply with the applicable automobile sales use specific standards and any other applicable requirements set forth in the Land Management Ordinance (LMO). Per applicant response, the Applicant will adhere to the requirements of the standards that relate to the display, storage and parking of vehicles on the subject property and maintenance of the features on the property.

Staff finds that the proposed use generally complies with specific use standards of the Land Management Ordinance.

#### 3. Compatibility with the surrounding lands

Adjacent property is used (and zoned) as follows:

**East:** Vacant (S-1, service district) (City of Greenville) **North:** Vacant (S-1, service district) (City of Greenville)

**West:** Utilities (C-2, commercial district) (Greenville County)

**South:** Single-Family Residential across access right-of-way (R-10, single-family residential)

(Greenville County)

The proposed use is at the southern extent of the area commonly known as the motor mile, which consists of at least 20 other existing automobile sales establishments along the Laurens Road

corridor. Landscape buffers and screens are already present to mitigate any negative impacts of the use on properties to the rear and these features should be maintained.

Staff finds that the proposed use is compatible with surrounding lands.

#### 4. Design does not have substantial adverse impact

The proposed use is required to meet all applicable use-specific standards which are intended to minimize impacts on the surrounding areas. Any further site improvement will be subject to general development and design standards contained within the Land Management Ordinance.

Staff finds that the proposed use will not have substantial adverse impacts.

Office Use Only:	
Application#	Fees Paid
Date Received	Accepted By

# APPLICATION FOR SPECIAL EXCEPTION CITY OF GREENVILLE, SOUTH CAROLINA

APPLICANT / PERMITTEE*: EchoPai	rk SC , LLC					
*	Name	Title / Organization				
permit may be limited to this entity						
APPLICANT'S REPRESENTATIVE: JO	ohn Russ	Vice-President				
(Optional)	Name	Title / Organization				
MAILING ADDRESS: 3648 E. Independence Blvd., Charlotte, NC 28205						
PHONE: 704-566-2441 EMAIL: john.russ@sonicautomotive.com		utomotive.com				
PROPERTY OWNER: Sre South Ca	rolina-2, LLC					
MAILING ADDRESS: 4401 Colwick	Road, Charlotte, NC 2821	1				
PHONE: 704-566-2441	EMAIL: john.russ@sonicau	tomotive.com				
	PROPERTY INFORMATION	[				
STREET ADDRESS: 2930 Laurens	Road, Greenville, SC 2960	)7				
TAX PARCEL #: p/o M0100201009	00 ACREAGE: 10.91 Z	ONING DESIGNATION: S-1				
Refer to Article 19-4. Use Regulation	REQUEST ons of the Land Management O	rdinance ( <u>www.municode.com/library/</u> )				
_	•	(www.mamoode.commordry)				
DESCRIPTION OF PROPOSED LAND Used car sales	USE:					
Osed Cai Sales						

#### **INSTRUCTIONS**

1. The application and fee, **made payable to the City of Greenville**, must be received by the planning and development office no later than 5:00 pm of the date reflected on the attached schedule.

- 2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a special exception). See also **Section 19-2.3.5**, **Special Exception Permit**, for additional information. You may attach a separate sheet addressing these questions.
- 3. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.
- 4. You must attach the required application fee: \$250.00
- 5. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6**, **Determination of Sufficiency**, prior to placing the application on the BZA agenda. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

6. You must post the subject property at least 15 days (but not more th	nan 18 days) prior to the scheduled hearing date.
'Public Hearing' signs are acknowledged as received by the	applicant
Applica	ant Signature
<ol> <li>Please read carefully: The applicant and property owner aff application; including any/all supplemental information is true an have provided full disclosure of the relevant facts.</li> </ol>	
In addition the applicant affirms that the applicant or someone areasonable effort to determine whether a deed or other document that preclude or impede the intended use and has found no reco	nt places one or more restrictions on the property
If the planning office by separate inquiry determines that such a the applicant does not withdraw or modify the application in a tin terminated or waived, then the planning office will indicate in its granting the requested change would not likely result in the benefits.	nely manner, or act to have the restriction report to the Board of Zoning Appeals that
To that end, the applicant hereby affirms that the tract or parcel or is not restricted by any recorded covenant that is contrargactivity.	
John E Russ III  Jan 1878 P. L. 2022  Docusigned by:  Docusigned by:  Docusigned by:	APPLICANT / REPRESENTATIVE SIGNATURE
Volum & Russ III	PROPERTY OWNER SIGNATURE

DATE

<del>January EB68</del>... 2022

### APPLICANT RESPONSE TO SECTION 19-2.3.5(D)(1), STANDARDS – SPECIAL EXCEPTION

#### (YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.
See attached sheet
2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN <b>SECTION 19-4.3, USE SPECIFIC STANDARDS</b> .
See attached sheet
3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.
See attached sheet
4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.
See attached sheet

### APPLICANT RESPONSE TO SECTION 19-2.3.5(D)(2), STANDARDS – CHANGE IN NONCONFORMING USE

#### (YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE IS MORE IN CHARACTER WITH, OR EQUAL TO, THE USES OTHERWISE PERMITTED IN THE ZONING DISTRICT THAN THE EXISTING OR PRIOR NONCONFORMING USES.
N/A
2. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE WILL NOT SUBSTANTIALLY AND PERMANENTLY INJURE THE USE OF NEIGHBORING PROPERTY FOR THOSE USES PERMITTED WITHIN THE RELEVANT ZONING DISTRICT(S).
N/A
3. IS ADEQUATE INFRASTRUCTURE CAPACITY AVAILABLE TO SERVE THE PROPOSED NONCONFORMING USE?
N/A
4. IS THE PROPOSED USE ONE THAT IS OTHERWISE PERMISSIBLE IN ANOTHER ZONING DISTRICT WITHIN THE CITY?
N/A

#### ECHOPARK SC, LLC

### APPLICATION FOR SPECIAL EXCEPTION CITY OF GREENVILLE, SOUTH CAROLINA

#### **Applicant Response to Section 19-2.3.5(D)(1)**

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

The current use of the subject property in the GVL 2040 Comprehensive Plan (the Plan) is commercial and the future land use map in the Plan shows the subject property within a mixed use corridor, which contemplates commercial and other uses. The use of the subject property pursuant to the special exception will continue to be commercial as the sale of automobiles and therefore, will be consistent with the Plan.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-4.3**, **USE SPECIFIC STANDARDS**.

The current use of the subject property is the sale of automobiles, primarily BMW Mini Cooper automobiles, under the name of Century Mini. The special exception use will be the sale of automobiles, primarily used automobiles under the name of EchoPark. The current use of the subject property is in compliance with the requirements of Section 19-4.3 and is a permitted use for the zoning district classification of S-1. The Century BMW automobile dealership is located on the same parcel on which the current business is located and the proposed business will be located and there will be no changes by the proposed business affecting the Century BMW business. The applicant will adhere to the requirements of the standards relating to the display, storage and parking of vehicles on the subject property and in maintaining the features on the property. The improvements to the subject property will consist solely of painting the exterior and interior of the building on the subject property and changing the signage as depicted on the drawing attached to this application.

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USE OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

As indicated above, the current use of the subject property is the sale of automobiles and the applicant will continue to operate a business involving the sale of used automobiles. With the only improvements to the subject property being the painting of the building and changing the signage as shown on the attached drawing, there should be no impact on surrounding lands or their property values.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS OF ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.

As indicated above, the applicant intends to operate a business involving the sale of used automobiles and the current business involves the sale of new and used automobiles. The only improvements to the subject property will consist of painting the exterior and interior of the building on the subject property and changing signage as shown on the attached drawing. The manner in which the proposed business will be conducted will be substantially the same as previously conducted and therefore, should have no adverse impact on adjacent lands or create a nuisance.

PPAB 6835799v1 2

## **Existing Site Conditions Street Views**

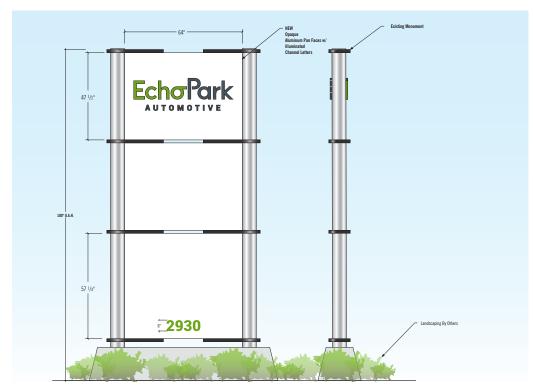








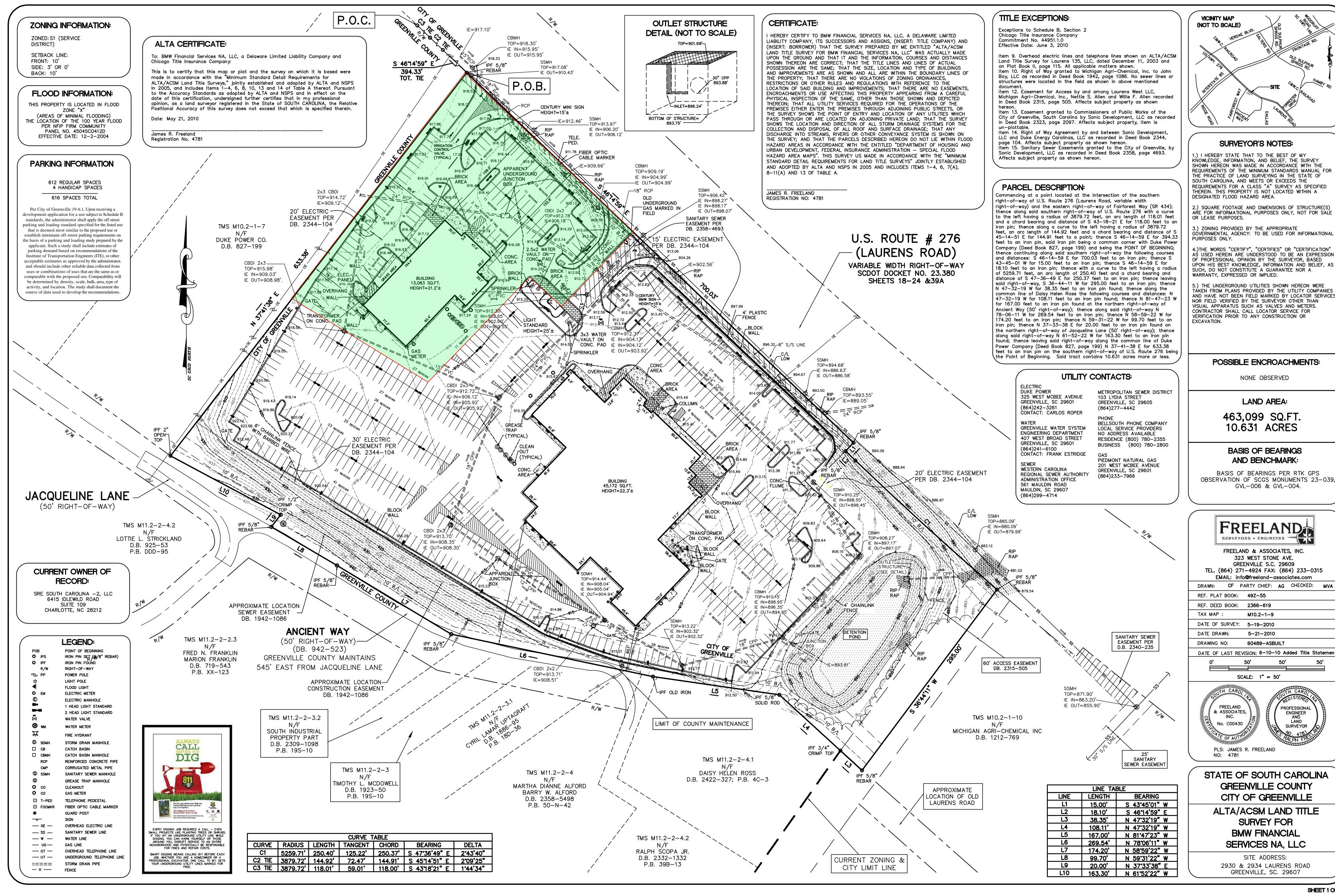
## **EchoPark Exterior Views**











KNOWLEDGE, INFORMATION, AND BELIEF, THE SURVEY SHOWN HEREON WAS MADE IN ACCORDANCE WITH THE REQUIREMENTS OF THE MINIMUM STANDARDS MANUAL FOR THE PRACTICE OF LAND SURVEYING IN THE STATE OF SOUTH CAROLINA, AND MEETS OR EXCEEDS THE REQUIREMENTS FOR A CLASS "A" SURVEY AS SPECIFIED THEREIN. THIS PROPERTY IS NOT LOCATED WITHIN A

ARE FOR INFORMATIONAL PURPOSES ONLY, NOT FOR SALE

4.) THE WORDS "CERTIFY", "CERTIFIES" OR "CERTIFICATION" AS USED HEREIN ARE UNDERSTOOD TO BE AN EXPRESSION OF PROFESSIONAL OPINION BY THE SURVEYOR, BASED

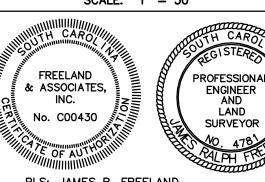
TAKEN FROM PLANS PROVIDED BY THE UTILITY COMPANIES AND HAVE NOT BEEN FIELD MARKED BY LOCATOR SERVICES NOR FIELD VERIFIED BY THE SURVEYOR OTHER THAN VISUAL APPARATUS SUCH AS VALVES AND METERS. CONTRACTOR SHALL CALL LOCATOR SERVICE FOR VERIFICATION PRIOR TO ANY CONSTRUCTION OR

BASIS OF BEARINGS PER RTK GPS OBSERVATION OF SCGS MONUMENTS 23-039,



FREELAND & ASSOCIATES, INC. TEL. (864) 271-4924 FAX: (864) 233-0315

DRAWN: C	F PARTY CHIEF	: AG CHE	CKED: M	IVA	
REF. PLAT BO	OOK: <b>49Z-55</b>				
REF. DEED BO	OOK: <b>2366–61</b> 9	1			
TAX MAP:	M10.2-1-	9			
DATE OF SUR	VEY: 5-19-201	0			
DATE DRAWN:	5-21-20	10			
DRAWING NO:	60489-AS	BUILT			
DATE OF LAST REVISION: 6-10-10 Added Title Statement					
0'	50'	50'	50'		
	SCALE: 1" -	50'			



STATE OF SOUTH CAROLINA GREENVILLE COUNTY

ALTA/ACSM LAND TITLE **BMW FINANCIAL**